

Sacramento Region 511

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SIEMENS

Current Sacramento Region 511

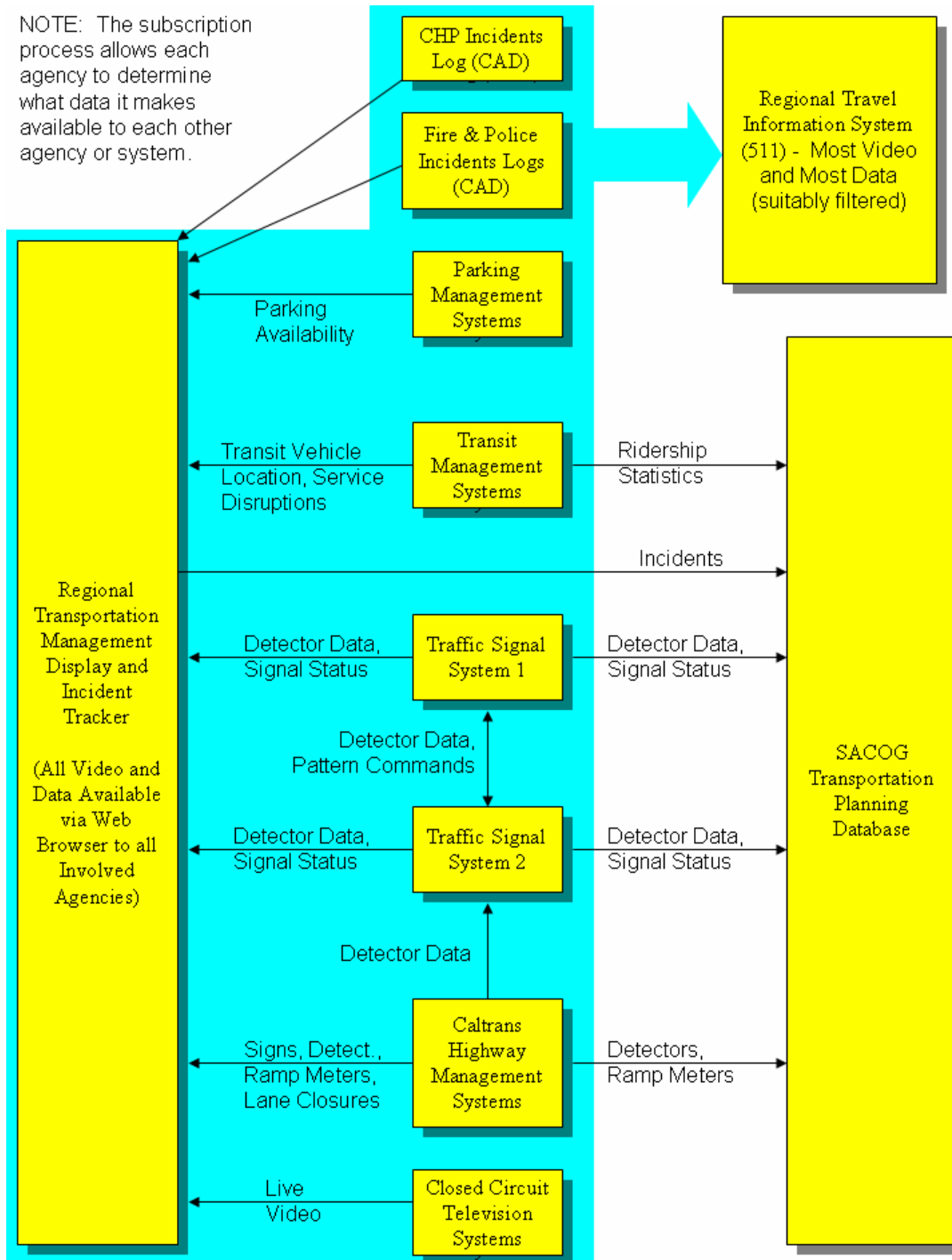
- Phone service provides only re-directions (CHIN, transit operators, carpooling, Amtrak, Bay Area 511)
- Web site is only links to BeatTheTraffic.com, CHP Incidents, Caltrans cameras, etc.
- No collection and direct dissemination of information.
- No uniform user interface for information delivery.

STARNET

- SACOG purchasing software to:
 - Collect incident information from all sources and local agency operators (traffic and transit)
 - Collect traffic flow data and automatically determine slow downs
 - Monitor light rail vehicle locations
 - Consolidate CCTV camera views (traffic and transit)
 - Facilitate information exchange and coordination between operating agencies (traffic, transit, emergency response)

STARNET Concept

NOTE: The subscription process allows each agency to determine what data it makes available to each other agency or system.



- Connect existing data sources – no new sources.
- Extract information needed by travelers and operators.
- Consolidate & make uniform.
- Allow existing agency operators to add/edit.
- Web map for operators.
- Similar map for travelers.
- Phone-ready incident information.
- Aim for quality information and ease of use.
- Allow for expansion.

Upgraded 511

- STARNET will provide data to 511 phone service and 511 web site.
- Phone will then offer area-specific traffic information by route, including incidents and slow downs, and return-to-menu.
- Also parking info for downtown garages.
- Web site will have one map for all information (traffic and transit) and cameras, with table view (list) options.
- Limited travel time information on web site.

Time Schedule

- STARNET implementation in phases during 2008-2010.
- 511 upgrade in 2008. Ready to accept information from STARNET as it becomes available.

The End

Users of Multiple 511 Systems

- Adjacent 511 phone services as menu options – call transfer.
- Publicize 10 digit number(s) – toll free?
- Information replication.
 - Independent overlapping of coverage area.
 - Information sharing/exchange.
- Systems integration.
 - Integrated menu.
 - Hierarchical or peer-to-peer?



Traffic, Transit and Commute Info

California 511 Workshop ***March 3, 2008***

Recent 511 Deployer Updates/ Issues





San Diego 511 Program

- San Diego Region Launch
 - February 21, 2007
 - Partners (Caltrans, CHP, MTS, NCTD & SD SAFE)
 - Telephone & Web
- 1st Year
 - One Million Users (726,000 calls, 370,000 Web)
 - Highway Signs (11,900 to 14,500 calls per week)





System Architecture



Private
Sensors



Traffic Data



Transit Data



Operations
Data



Baseline Services

Web
Telephone
Public Access TV Broadcast



Traffic



Transit



Roadside Aid

Call Centers
Transit, RideLink
Bicycling, FasTrak
Border Crossings
Airport

Value Added Services

Push Info
Personalized Info
Referral Services
Parking Reservations



- Traffic
 - Traffic Conditions (Incidents and Congestion)
 - Driving Times
- Public Transportation
 - Bus, Trolley, COASTER, Paratransit & Commuter Rail
 - Transfer to call center
 - Real Time Bus information
- Roadside Assistance – “Mobile Callbox”
 - Transfer to dispatch center
- RideLink
 - Transfer to RideLink call center
 - Carpools, Vanpools, Commuter services
 - Bicycling
 - GRH
- FasTrak
 - Transfer to Customer service center
- Border Crossing wait times (Otay Mesa, San Ysidro, Tecate)
 - Recorded message
- Airport
 - Transfer to call center

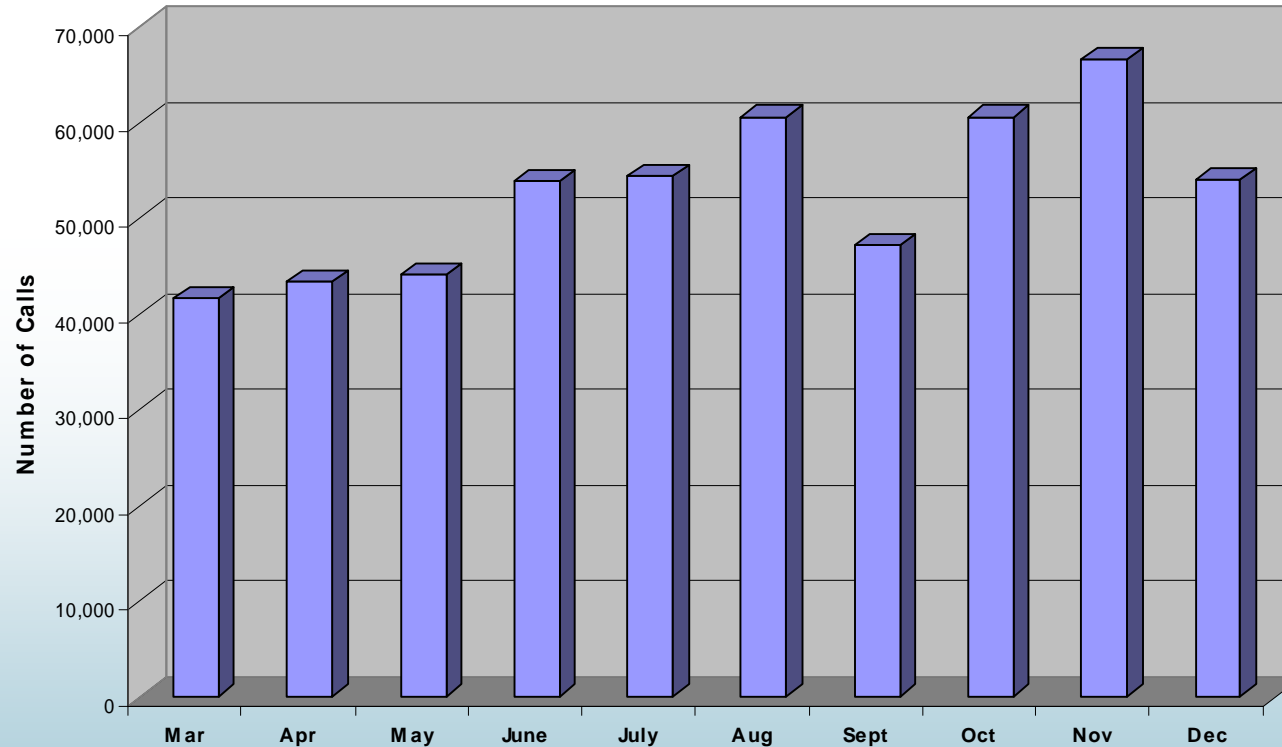




Phone Usage – Monthly

643,865 Total Calls to 511

Total Phone Calls by Month
March 1, 2007 thru December 31, 2007
* Excludes Fire Data

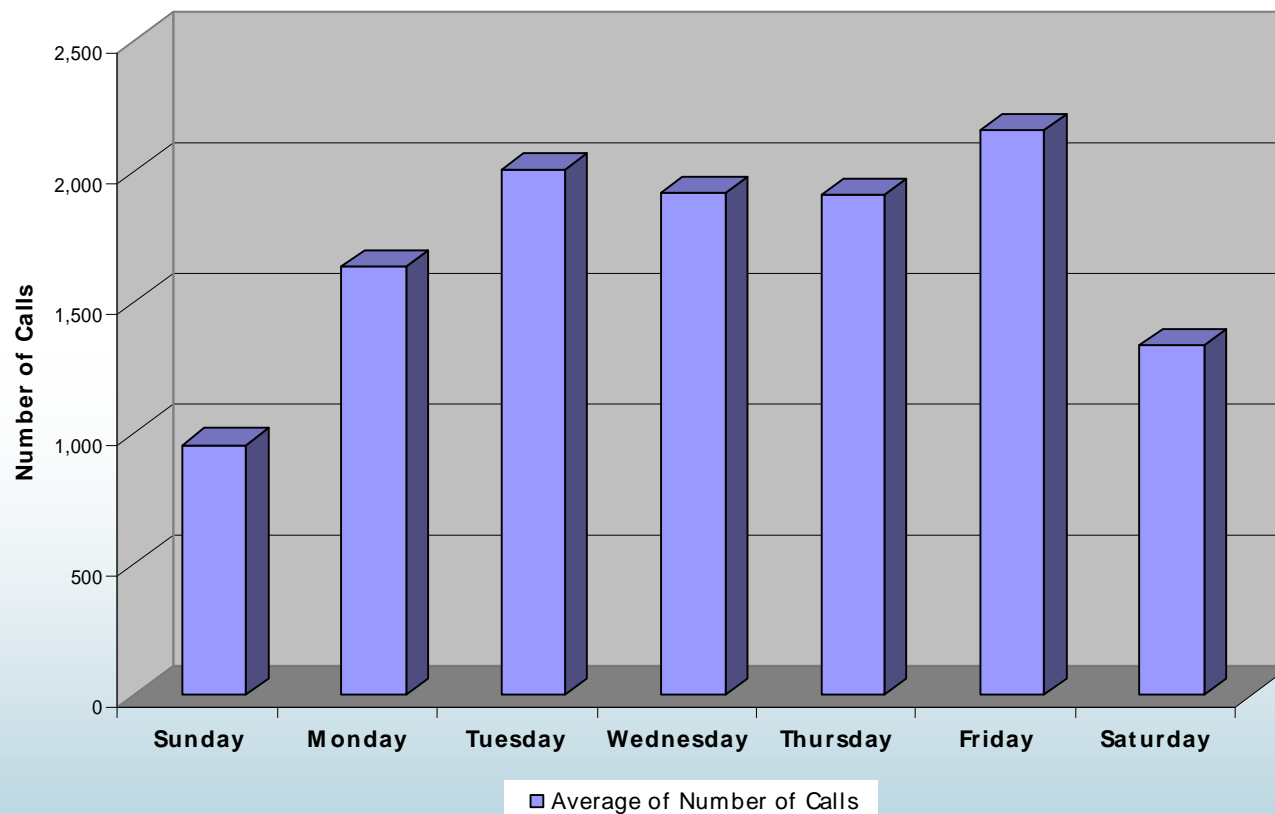




Phone Usage - Daily

Average Daily Phone Calls

March 1, 2007 to December 31, 2007

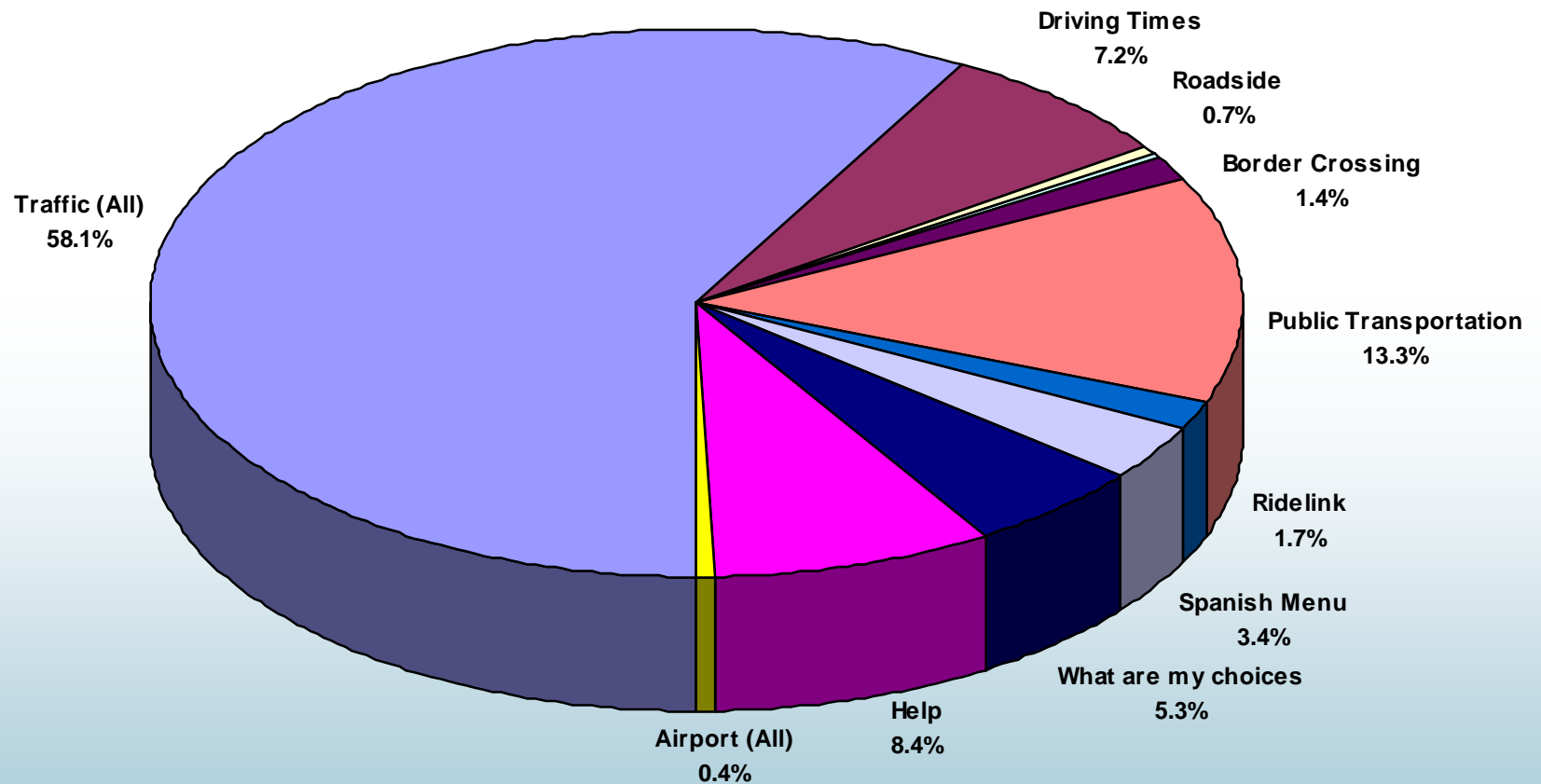




Phone Usage - Mode

511 Phone Menu Option Breakdown

March 1, 2007 thru December 31, 2007





Where is my bus?

- Real-Time Bus Information
- Available on 75 Routes
- Transit Survey
 - Survey of Users
 - Reliability Testing
- Stop ID's





511sd.com - Home

Top Menu

- Traffic
- Transit
- RideLink
- Bicycling
- FasTrak

Left Side Menu

- 511 Information
- Airport
- Rail
- Roadside Aid
- Border Crossing
- Weather
- Privacy
- Accessibility

511
Click. Call. Connect.

Traffic, Transit, & Travel Info

Traffic Transit RideLink Bicycling FasTrak

Search: Go

511 Information >>
Airport >>
Rail >>
Roadside Aid >>
Border Crossing >>
Weather >>
Privacy
Accessibility
Partners

Quick Links
Traffic Map
Transit Trip Planner

SANDAG

Your San Diego Commute Connection

- Real-time traffic information with driving times and incident reports
- Transit route and fare information
- Carpool and vanpool information
- Commute options

[Live Traffic Map](#)

[Transit Trip Planner](#)

Let **RideLink** Ease Your Commute. www.ridelink.org

TransNet
Dollars Keep Your San Diego Moving!
www.KeepSanDiegoMoving.com

Get On The **FasTrak**
Bike to Work Day is May 18, 2007 www.ridelink.org

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Caltrans **MTS** **NCTD** **SAFE**





511sd.com – New Home

- Traffic
- Transit
- Compass Card
- RideLink
- Bicycling
- FasTrak

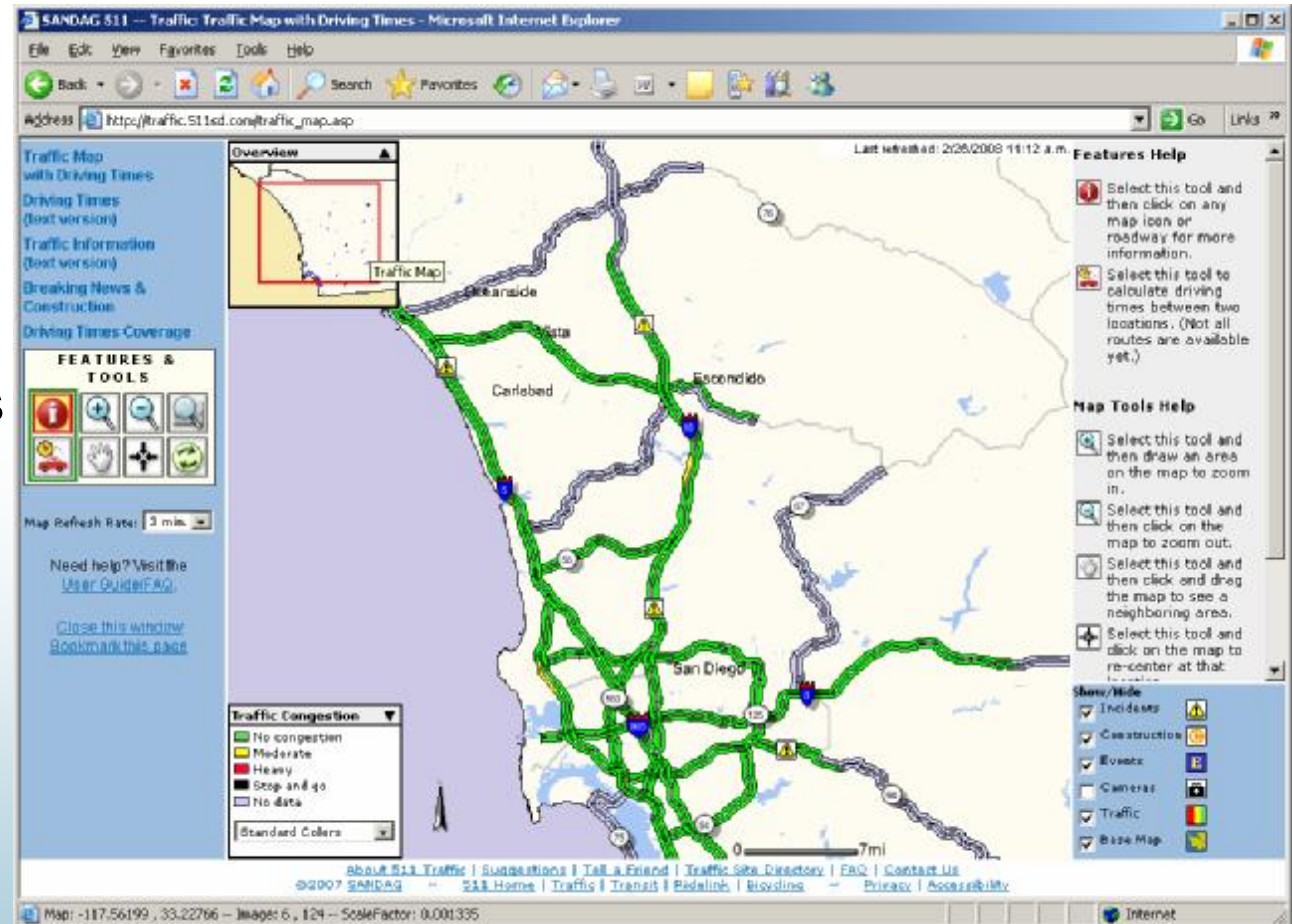
The screenshot displays the 511 San Diego website interface. At the top, the 511 logo is accompanied by the tagline "Click. Call. Connect." and the title "San Diego Traffic, Transit, & Commute Info". Navigation tabs for Traffic, Transit, Compass Card, RideLink, Bicycling, and FasTrak are visible. A search bar is located on the left. The main content area features a "Real Time Traffic Conditions" map of San Diego and surrounding areas, with a legend indicating congestion levels: No congestion (green), Heavy (red), No data (grey), Moderate (yellow), and Stop and go (black). To the right of the map is a "Current Driving Times" section listing travel times for various routes: Sorrento Valley to Oceanside (21 minutes), Downtown San Diego to Oceanside (34 minutes), Sorrento Valley to Escondido (21 minutes), Downtown San Diego to Escondido (28 minutes), and Sorrento Valley to Chula Vista (29 minutes). Below this is a "Transit Trip Planner" form with fields for From, To, Date, and Time, and buttons for Departure and Arrival. The bottom of the page includes a footer with the SANDAG logo, navigation links, and logos for partner agencies: Caltrans, MTS, NCTD, QRP, and SAFE.



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- Traffic Page
 - Regional Traffic Map
 - Real-Time Information
 - § Driving Times
 - § Incidents
 - § Congestion
 - § Construction
 - Highway Camera Views



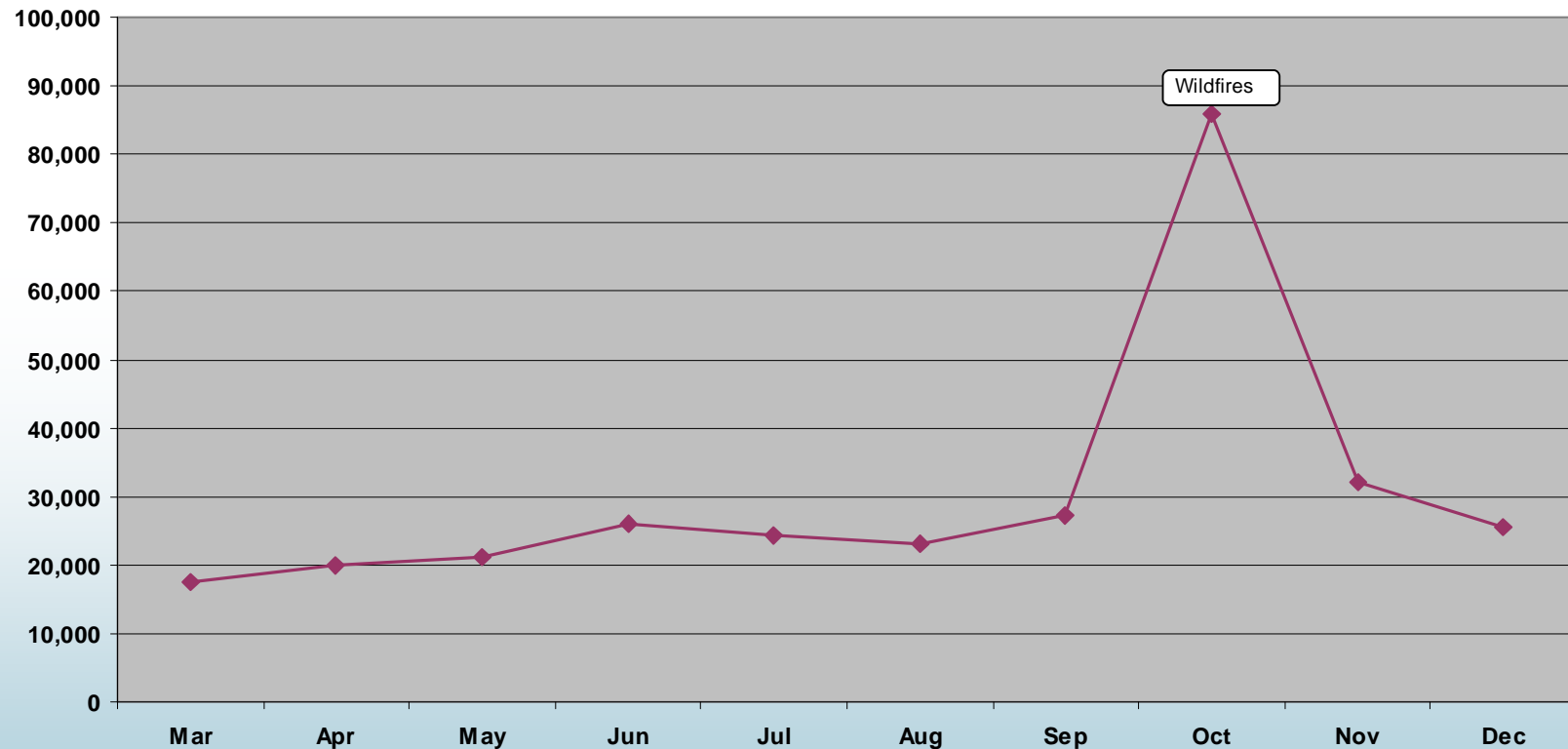


WEB Usage - Monthly

Total Web Visitors 302,564

511 Web Visitors

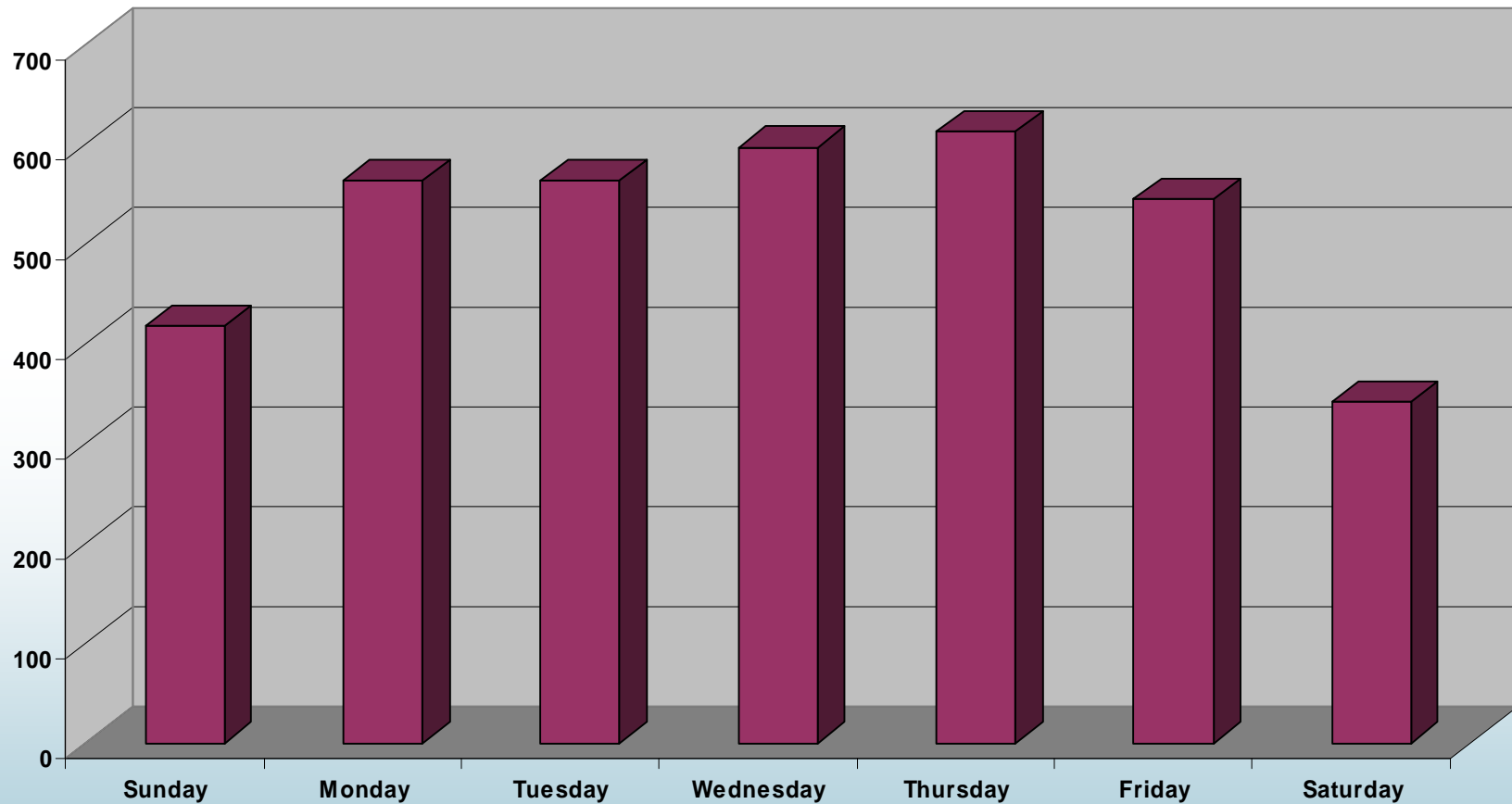
March 1, 2007 to December 31, 2007





WEB Usage - Day

Average Daily Web Visitors



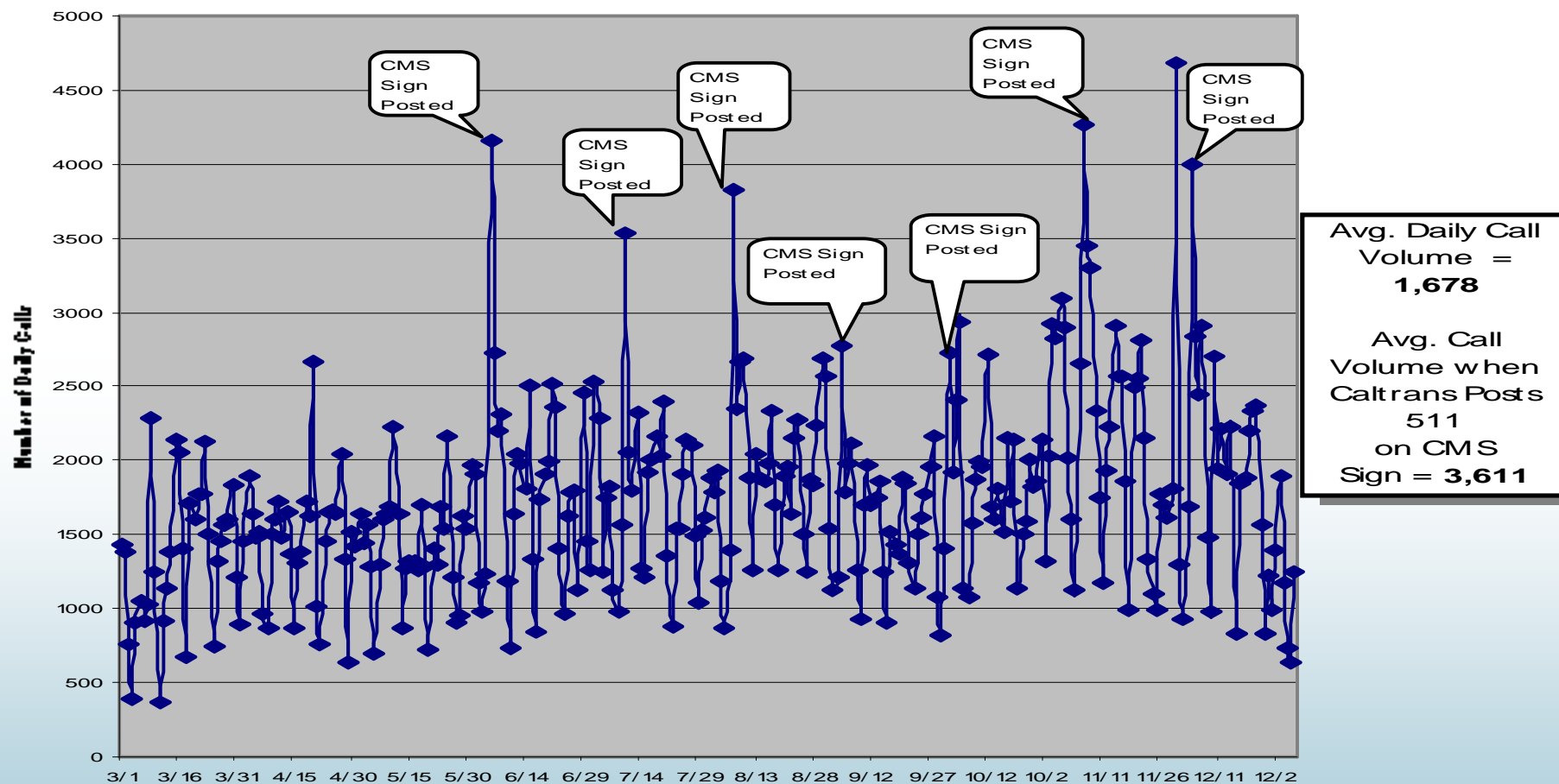
- Strategic Marketing Program
 - Strong agency partnership
 - Caltrans, MTS, NCTD, CHP, and SD SAFE
- Advertising/Public Awareness
 - Cross Linking 511 Web site with Public and Partner agency Web sites
 - Caltrans Highway Changeable Message Signs
 - Branding 511 on SANDAG and Partner agency print material
 - TV/Radio/Print Advertising





CMS

511 Phone Calls 3/1/2007 - 12/31/2007



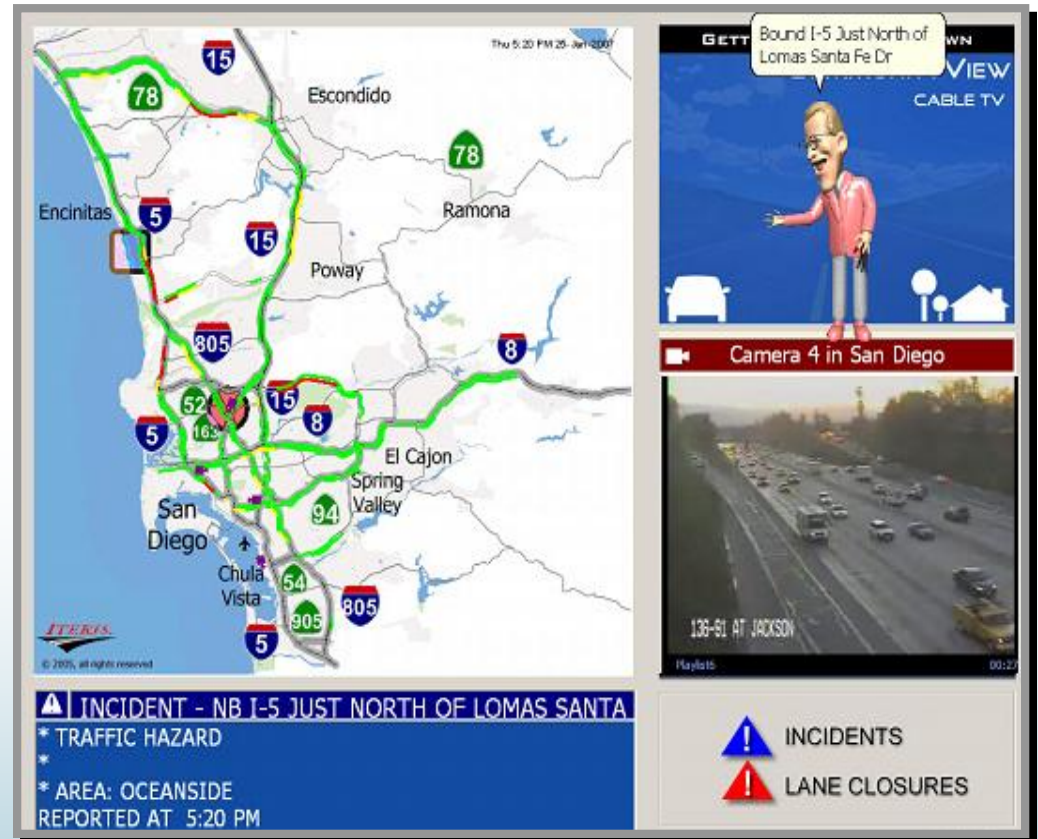


511 Freeway Signs

- 104 Signs Posted
 - § 34 Highway
 - § 70 Park & Ride
- All Highway Corridors
- All Park and Ride Locations
- Removed 1-800-Commute Signs
- Next steps: 511 Transit signs



- Feed to public access channels
- Live traffic conditions map
 - Incidents
 - Congestion
 - Construction
 - Caltrans cameras
- San Diego region-wide service
- Operational in summer



- **Benefit During Wildfires**
 - Received record usage
 - Maintained 24/7 availability
 - Increase visibility from Public Officials and media
- **Issues During Wildfires**
 - Clearly and accurately depicting road conditions
 - Users expected a complete regional picture
 - Consistency of accurately classified data
 - Expected 511 Operator assistance



- Real Time Travel Information
 - Network Wide Travel View (Informed Traveler)
 - All Modes (Traffic/Transit/ML/Pricing)
 - All Roads (Highways/Arterials)
 - All the Time (Value Added – Push Information)
 - Park-n-Ride (Smart Parking)
- Highway Camera Views – Mobile
- Personalized Information – **i511**
- Historical Information – Predict a Trip
- PDA Compatible
- Spanish Version



Traffic, Transit and Commute Info

Click. Call. Connect.

511 - On The Phone

511sd.com - On The Web

511 TV Broadcast

